

# HEART AND VASCULAR CAMPAIGN OVERVIEW

## WHAT

Beaumont's Heart and Vascular services marketing campaign

## CAMPAIGN PERIOD

September – December 2018

## GOAL

To drive appointments to Beaumont physicians and facilities that provide heart and vascular services. Building off the success of the Orthopedics and Women and Babies campaigns, which both saw over a 40 percent increase in appointments, this campaign will work to maintain Beaumont's position as the most preferred place for heart and vascular care in Southeast Michigan. The campaign will empower consumers to seek knowledge about their risk for heart disease and get the best possible care for their heart.

## TARGET

Health care engaged consumers (45+) who:

- know they have a heart condition and are getting care for it outside of Beaumont, or
- wonder if they have heart issues that they are unaware of

## CORE SERVICES COVERED

- Cardiology
- Cardiovascular Surgery

## COMMUNICATION CHANNELS

This integrated marketing campaign uses traditional media including TV, radio, print and outdoor to drive awareness and interest, with a large emphasis on digital media focusing on specific conditions, services and offerings. The digital media components include the following:

- patient testimonial videos on social media and Beaumont web pages
- Pandora radio
- pay-per-click advertising
- digital display advertising
- search engine optimization
- prospecting emails targeted at potential new patients
- social media ads and content
- updated webpage content

## TIMING

This campaign will launch the day after Labor Day, running with traditional media through early December. Digital media will launch at the same time, running to the end of the year.

## CAMPAIGN CALLS PILOT PROGRAM

A pilot program is in development that would give consumers responding to campaign advertisements the option to speak with one of several heart and vascular nurses from across the Beaumont system. These nurses will be available to help callers understand the options available for next steps in their care path. When the consumer has decided how they would like to proceed, the nurse will connect them with the Beaumont Physician Referral Service.

## PHYSICIAN PROFILE COMPLETION

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Because the goal of the Heart and Vascular Campaign is direct response to drive appointments, there will be an emphasis on driving consumers to visit trackable landing pages, call the Beaumont Physician Referral Service or review online physician profiles as steps toward making an appointment.

This makes it especially important for you to review and update your Beaumont “Find a Doctor” physician profile with photo, video and practice information. Around 77 percent of patients do an online search prior to scheduling an appointment with a physician, and profiles with photo and video are clicked on much more frequently than those without. If you do not yet have a Physician Referral Service profile, please email [PRS@beaumont.org](mailto:PRS@beaumont.org) with the physician’s name, specialty and contact information to begin the process.

To complete your profile, you will need the following:

### PHOTO

To schedule, contact Sue Wu at [susanne.wu@beaumont.org](mailto:susanne.wu@beaumont.org) or 248-551-0746.

### VIDEO

To schedule your 30-second profile video, contact Pam Grays at [pamela.grays@beaumont.org](mailto:pamela.grays@beaumont.org) or 248-551-0739.

### INSURANCE ACCEPTED

To list or update the insurances you accept, email your changes to [PRS@beaumont.org](mailto:PRS@beaumont.org).

### SCOPE OF PRACTICE

The scope of practice information allows you to self-select conditions or symptoms you treat. Consumers looking for a doctor might search by terms like “atrial fibrillation” or “high blood pressure” and it’s important you appear in the correct searches. To complete your scope of practice, please use the link emailed to you from [PRS@beaumont.org](mailto:PRS@beaumont.org). If you do not have a link, contact [PRS@beaumont.org](mailto:PRS@beaumont.org) for assistance.

Sincere thanks to each of you for demonstrating exceptional care, making Beaumont the right choice for patients and their families. This is a wonderful opportunity to present your talent to our communities while helping to grow your business base.